

AMENDMENTS TO THE CLAIMS

The listing of claims replaces all prior versions and listings of claims. Only those claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text or double brackets (e.g., ~~deletions~~, ~~[[deletions]]~~).

1. **(Currently Amended)** A consumer computing device displaying a
feature rich advertisement, ~~the~~ ~~to be displayed on a~~ consumer computing device
comprising a processor and a memory storing executable instructions that when
executed by the processor cause a browser to display online content in conjunction with
a, ~~the~~ feature rich advertisement, wherein the feature rich advertisement comprises:

~~a consumer computer displaying an advertisement, the advertisement~~
including one or more promotions, the advertisement being generally positioned
with respect to said browser content reviewable by a consumer;

~~the consumer computer configured to display a plurality of consumer-~~
selectable request options associated with said one or more promotions, said
consumer-selectable request options generally hidden from said consumer on
said browser, wherein ~~when at least one of said request options~~ are individually
~~is selectable~~ by said consumer without redirection away from said content,
where ~~the~~ at least one request option is configured to deliver information
associated with the one or more promotions via e-mail to an e-mail address
entered or confirmed by the consumer; and

~~the consumer computer additionally displaying visible identifying indicia~~
associated generally with respect to said advertisement in said browser
identifying for said consumer that said advertisement comprises a feature rich
advertisement, wherein upon mouse-over activation of at least a portion of said
advertisement by said consumer, ~~one or more of the~~ consumer-selectable
request options are unhidden and become visible.

2. **(Currently Amended)** The consumer computing device displaying the
~~The~~ feature rich advertisement of Claim 1, wherein the e-mail address is entered by the
consumer.

3. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 1, further comprising an additional consumer-selectable request option, wherein the additional request option provides that at least one window of a browser of the consumer computing device will be redirected to a supplier associated with the one or more promotions to receive additional information corresponding to the one or more promotions.

4. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 1, further comprising an additional consumer-selectable request option, wherein the additional request option provides that at least one window of a browser of the consumer computing device will be redirected to a provider of the one or more promotions to receive additional information corresponding to at least a supplier of the one or more promotions.

5. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 4, wherein the additional information comprises at least one of discounts, new releases, catalogs, and special offers.

6. **(Canceled).**

7. **(Canceled).**

8. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 6, wherein the advertisement is at least partially covered by the at least one request option after said mouse-overactivation.

9. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 6, wherein the advertisement and the at least one request option is viewable after said mouse-over-activation of the advertisement.

10. **(Canceled).**

11. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 1, wherein the identifying indicia comprises an animated object.

12. **(Currently Amended)** The consumer computing device displaying the
~~The~~-feature rich advertisement of Claim 1, wherein the identifying indicia comprises a source identifier including at least one of a logo or a mark.

13. **(Currently Amended)** The consumer computing device displaying the
~~The~~ feature rich advertisement of Claim 1, further comprising at least one selection
mechanism for selecting the at least one request option.

14. **(Currently Amended)** The consumer computing device displaying the
~~The~~ feature rich advertisement of Claim 1, wherein the advertisement comprises a
banner advertisement.

15. **(Currently Amended)** A method of providing feature rich
advertisements having consumer-selectable requests allowing a consumer to request
information corresponding to a supplier's promotion be delivered to an e-mail address
designated by the consumer, the method comprising:

transferring data to a consumer computing device causing a browser
program executing on said device to display an advertisement including
promotional information while continuing to display content otherwise being
displayed in said browser program, said advertisement including one or more
interactive symbols associated with said advertisement identifying said
advertisement as a feature rich advertisement including consumer-selectable
requests for additional promotional information about said advertisement, the
requests being initially generally hidden from view but becoming visible when a
consumer viewing said advertisement mouses over at least a portion of ~~activates~~
said advertisement, said visibility not redirecting said consumer browser to
display content other than said requests;

receiving from said consumer computing device a consumer selected
request for information related to the promotional information, the consumer
selected request designating at least one e-mail address; and

sending the information to the at least one e-mail address via e-mail.

16. **(Original)** The method of Claim 15, wherein the at least one e-mail
address comprises at least one e-mail address of an acquaintance of the consumer.

17. **(Original)** The method of Claim 15, further comprising receiving a
consumer selected request to redirect the browser to a supplier of the promotional
information.

18. **(Original)** The method of Claim 15, further comprising:

receiving a consumer selected request to redirect the browser to a provider of the promotional information; and

sending the browser additional information comprising at least one of discounts, new releases, catalogs, and special offers.

19. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of a supplier of the promotional information.

20. **(Original)** The method of Claim 18, wherein the additional information corresponds to products or services of one or more suppliers other than a supplier the promotional information.

21. **(Canceled).**

22. **(Canceled).**

23. **(Canceled).**

24. **(Canceled).**

25. **(Currently Amended)** The feature rich advertisement of Claim 24, wherein the advertisement is at least partially covered by the at least one request option after said mouse overactivation.

26. **(Currently Amended)** The feature rich advertisement of Claim 24, wherein the advertisement and the at least one request option are viewable after said mouse overactivation of the advertisement.